

## ABSTRACT

A digital photofinishing system comprising a digital processor, a printer and means for feeding print media to the printer from a roll of the print media; the digital processor being arranged to receive digitised data that is  
5 representative of a photographic image and to process the data in a manner to generate a printer drive signal that is representative of the photographic image, and the printer being coupled to the digital processor and being arranged to process the drive signal and effect page-width  
10 printing of the photographic image on the print media as it is fed to and through the printer from the roll.